

Illinois

Republican leads Governor's race, while Democrat leads Senate

In the last couple of days before the election, the race for U.S. Senate remains tight, while the Republican candidate for Governor has a more comfortable lead over his Democrat candidate. Among likely voters, the Republican candidate for Governor Bill Brady leads incumbent Governor Democrat Pat Quinn by 7 percentage points. The race for U.S. Senate is tighter with the Democratic candidate Alexi Giannoulias leading Republican Mark Kirk by 4 percentage points.

	Registered Voters	Likely Voters
Senate		
Alexi Giannoulias	47%	47%
Mark Kirk	40%	44%
Governor		
Pat Quinn	40%	40%
Bill Brady	43%	47%

Quinn shows weakness among his base, Giannoulias shows strength

Democratic candidate for U.S. Senate Alex Giannoulias has been able to consolidate his base among likely voters, and leads Republican Mark Kirk by 10 percentage points among women, and voters aged 30 to 64 by 8 percentage points. Incumbent Democratic Governor Pat Quinn has not been able to consolidate his base as well, receiving only 77 percent support among likely voters who are Democrats while his Republican opponent Bill Brady receives 90 percent support among likely voters who are Republican. Quinn is tied with Brady among women, a traditionally Democratic voting group and trails among Independents by 18 percentage points.

Methodology

Interviews with 1000 registered voters, including 784 likely voters, were conducted October 25-30, 2010, online using YouGov's PollingPoint panel. YouGov uses a matched sample methodology that selects respondents to match the Illinois registered voter population in terms of demographics (age, race, gender, education, employment status, income, marital status, children), past voting behavior, and political attitudes (interest in politics, party registration, and ideology). Margin of error (adjusted for weighting) for registered voters is $\pm 3.7\%$ and for likely voters is $\pm 4.2\%$.

About YouGov

YouGovPolimetrix is the North American subsidiary of YouGov PLC, which conducts polls around the world using its online panels.

Senate

	Registered Voters		Likely Voters	
	Alexi Giannoulas	Mark Kirk	Alexi Giannoulas	Mark Kirk
Gender				
Male	46%	44%	43%	49%
Female	48%	36%	50%	40%
Age				
18-29	55%	26%	55%	31%
30-64	49%	37%	49%	41%
over 65	37%	56%	37%	58%
Race/Ethnicity				
White	39%	47%	39%	51%
Non-White	84%	3%	90%	4%
Party Identification				
Democrat	86%	4%	88%	5%
Republican	5%	86%	5%	90%
Independent	40%	40%	39%	46%

Governor

	Registered Voters		Likely Voters	
	Pat Quinn	Bill Brady	Pat Quinn	Bill Brady
Gender				
Male	37%	48%	37%	52%
Female	42%	37%	43%	43%
Age				
18-29	45%	29%	51%	34%
30-64	41%	41%	41%	45%
over 65	31%	57%	33%	58%
Race/Ethnicity				
White	33%	49%	33%	54%
Non-White	74%	7%	79%	10%
Party Identification				
Democrat	74%	8%	77%	8%
Republican	5	84%	4%	90%
Independent	32%	45%	32%	50%

Contact

Douglas Rivers
(650) 462-8000
doug@yougov.com

Thomas Riehle
(202) 544-2550
thomas.riehle@yougov.com

Web Location

Release

http://cdn.yougov.com/downloads/releases/2010_Election/ILrelease_20101030.pdf

Tabs

http://cdn.yougov.com/downloads/releases/2010_Election/ILtabs_20101030.pdf